























# The Andhra Patrika

(Simultaneously published from Madras & Vijayawada)

## REVISED RATES

With effect from December 1, 1966

### DISPLAY RATES

**Inset pages:** (Minimum 3 Cm. single column)  
 Upto 249 Col. Cm.                      Rs. 5.60 per Col. Cm.

**250 Col. Cm. and over to be used within 12 months**                      Rs. 4.60 per Col. Cm.

**Legal and Public Notices, Municipal and other Local Bodies, Tender Notices, Company Prospectuses and allied Announcements, Election Notices, Trade Mark Notices Etc.**  
 Rs. 5.60 per Col. Cm.

**Special Positions:**

Front Page (Minimum 5Cm. x 2Col.)	50% Extra
Front Page solus (Minimum 25Cm.x3Col.)	100% "
Specified Page	25% "
Top of advertisement column	25% "

**Ear Panels: (Size 3 Cm. x 7.5 Cm)**

26 insertions in one year	each	Rs. 50.00
52 insertions in one year	each	Rs. 40.00

**Classified Advertisements (Minimum 4 Lines)**

Agents Wanted, Acknowledgment, Business for Sale, Financial, For Sale, Lost, Missing, Public Auction, Wanted Etc.                      Rs. 1.50 per line

**Box No. service and redirection charges**                      Rs. 2.00 Extra

**Advertisements other than in Telugu: 50% extra**

**Advertisements in colour:**

Black plus one colour	50% extra
Black plus two colours	75% "

**Minimum size for colour advertisements:**  
 20 Cm. x 3 Cols.

**Block making charges, if any, will be extra**

Advertisers having contract for black and white can avail themselves of the contract facilities if they want to use part of the contracted space for colour advertisements.

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*This cancels all our previous rate cards*

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*Advertisement Manager*

**THE ANDHRA PATRIKA**

6 & 7, Thambu Chetty Street, MADRAS-1.

Phone: 29766                      Gram: ANDHRAPATRIKA

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